

Historic, Archive Document

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"RICHARED"

TRADE MARK REG.

DELICIOUS

... is a distinct and pronounced variation or mutation of the common Delicious. Nearly all fruit on trees colors "Extra Fancy" grade. It is simply a Super-Delicious. The difference between the "Richared" Delicious and the common Delicious is about the same as that of the Black Ben and the Ben Davis.

This unsolicited news item appeared in the Hood River, Ore., News, September 21, 1928:

RICHARED APPLE

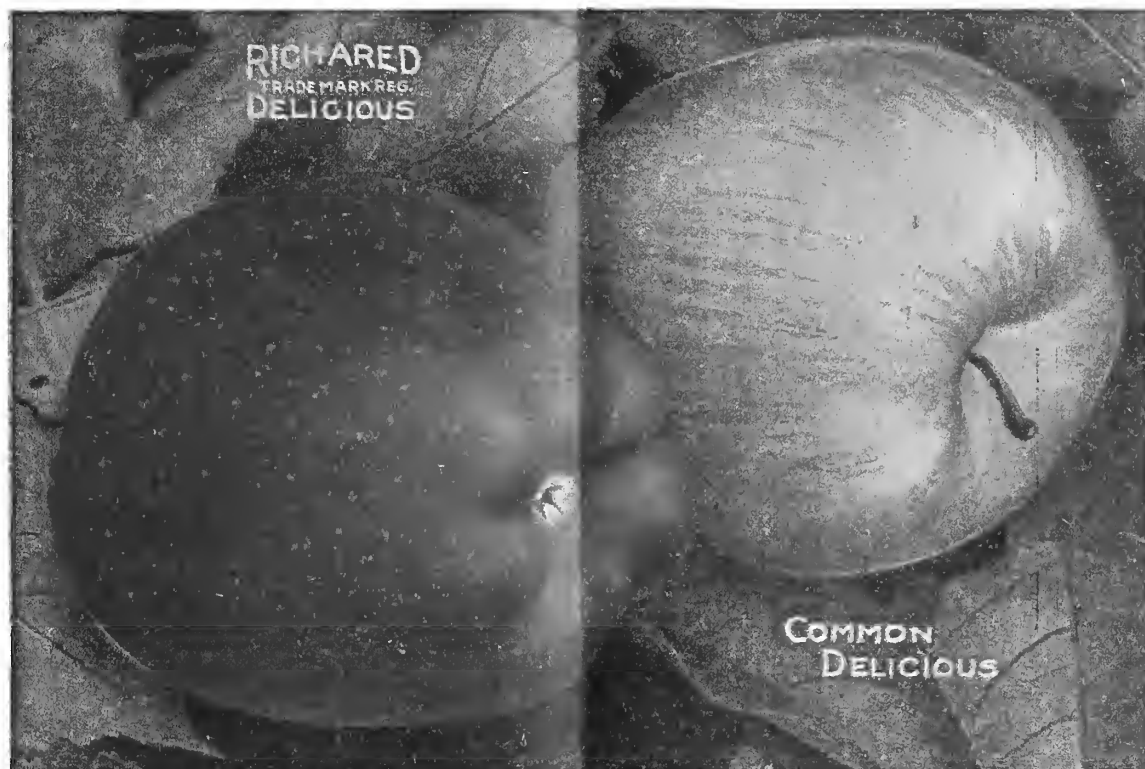
JUSTIFIES ALL CLAIMS

In order to secure first-hand information on the Richared Delicious apple, a Wenatchee "sport," for which the owner claims much earlier coloring than on any other variety of Delicious, Chester Walton, with Mrs. Walton, motored over to Wenatchee last week to "see for himself." What he saw was so convincing that, lest other growers in Hood River would not believe him, he brought back with him samples of the Richared and of other varieties of Delicious grown in the same and neighboring orchards.

One look at the Richared Delicious apple brought back by Mr. Walton should convince anyone that this "sport" is ahead of anything else in the way of early coloring fruit. The sample he exhibited was picked off the original tree and was of uniform deep red color, without the streaky effect generally seen on other Delicious. Samples taken from other Delicious in the orchards were all a long way from having sufficient color to pick, and Mr. Walton stated that growers of the Wenatchee district are having the same trouble in securing color that growers here have.

Last year Mr. Walton planted out a considerable acreage of these Richared Delicious, and before giving them another year's care he wanted to be quite certain that it was worth while; hence his satisfying trip.

The Greatest Apple Discovery Ever Made



*Early
Color*

*Pick
Early*

*Double
Red*

*No
Windfalls*

*Good
Keeper*

*Highest
Market
Price*

All Red



"August Color"



Still Green

REPRODUCED FROM FRUIT AND PHOTOGRAPH

This is not a picture of two mature Delicious Apples, but shows the contrast between a "RICHARED" and an ordinary Delicious, both picked same day, same orchard, from adjoining trees in late August.

While "RICHARED" Delicious colors solid red (no stripes) weeks earlier than common (striped) Delicious, and can be picked while "hard ripe," it is identical with the common Delicious in shape, size, texture, flavor and ripening period.

Do not confuse this "Wonder" apple with other so-called Red Delicious. This is the original and only "RICHARED" Delicious, the Apple Supreme, and has been fully tested.

It was discovered at Wenatchee, Washington, and in 1927 composed a large percentage of all new plantings in that great fruit section. We recently acquired propagation rights for growing and selling this wonderful new Apple in the East and will have trees for delivery Spring of 1929.

Get in on this new Apple by placing your order now.

TREES GROWN AND FOR SALE BY

MILTON NURSERY COMPANY

MILTON, OREGON

History of
“**RICHARED**”
TRADE MARK REG.
DELICIOUS

The original tree, now eighteen years old, is one of four hundred fine healthy trees (all the others are common Delicious) in a six-acre orchard in the famous Wenatchee Valley, Washington.

The name “Richared” is derived from Richardson, as Lewis Richardson is the owner of the orchard where the parent tree stands.

All tests have been made. Second and third generation trees are producing fruit absolutely true to type.

This wonderful new Delicious will supplant the common Delicious in future orchard plantings.

One of the largest and best apple orchards in the Wenatchee Valley, Washington, is that of Leedy Brothers. It consists of about 90 acres and its estimated yield this season is 50,000 standard boxes.

One of the principal varieties in the orchard is the common Delicious of which there are about 600 trees in full bearing. On September 25, 1927, Mr. C. A. Leedy, who is manager and one of the owners, made the statement that if all his common Delicious trees were Richared Delicious, that his net returns from that variety would be at least \$3,000.00 more than he expects to receive.

The keeping qualities of the “Richared” Delicious are remarkable. We have in cold storage now (August 25, 1928) several boxes of last season’s crop, and they are in prime condition—firm, crisp and juicy.

Prominent horticulturists, shippers and orchardists everywhere have pronounced it the most valuable apple yet found or produced.

Let us show you the fruit.

For further information write

Milton Nursery Co.
Milton, Oregon